RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

SALEM TEAR TAPE PROMOTION #800438: MAY (#805)

Dear Mike:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ $3.00/carton off-invoice.

RJR will reimburse you $4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **$33.25 (7 (6M) case(s) @ $4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
Enc. Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-MAY.DOC

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MAY DELIVERY
SALEM TEAR TAPE
AUER & COMPANY

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	**2**
12300-24195	*Full Flavor 100*	**1**
12300-24196	*Light*	**2**
12300-24197	*Light 100*	**2**

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED

Product / Premium Arrival: **April 27, 1998**

Ship Date to Retail: **Week of: May 11, 1998**

EFT $ Amount: **$2,171.19**

May Drive Period 805 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION

MAY DELIVERY

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WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800438 80500 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	1	1	1	1	4		
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1	1	3	2	7	1441-0000	
162202	162238	172431	MIRABITOS MID. #668	524 CAYUGA ST	FULTON	NY	13069	2	2	2	2	8		
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1		2	1	4		
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126			1		1		941278
162202	162232	172849	CASEYS GROCERY	129 OSBORNE ST	AUBURN	NY	13021	1	1	1	1	4		
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143		1	1		2		
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021			1		1	1441-0000	
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	2	2	2	2	8		
162202	162238	598682	OSTRAONDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	1	1	1	1	4		
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1	1	1	1	4		
162202	162238	654160	HANNIBAL VILLAGE MK	FULTON STREET	HANNIBAL	NY	13074	1	1	1	1	4		
162202	162236	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039			2	1	3		
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126			1		1		
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	1	1	3	2	7	0990-0000	
162202	162232	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1		1		2		
162202	162232	794177	EXPRESS MART #525	1387 E GENESEE ST	SKANEATELES	NY	13152	1	1	1	1	4		
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219			1	1	2		
162205	162237	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	1		1	1	3		
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	1	1	1	1	4		
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	1	1	2	1	5		
162205	162230	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	13204		1			1		
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1		1	1	3		
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	1	1	1	1	4		
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	13215	1	1	1	1	4		
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1	1	2	1	5	0362-0102	
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	2			1	3		
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210		1		1	2	0990-0000	
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1	1	1	1	4		
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	2	2	2	2	8		
162205	162230	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	2	2	1	1	6		
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	2	2	2	2	8		
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1	1	1	1	4	1441-0000	
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4		
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	2	2	2		6		
162205	162231	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1	1	1	1	4		
162205	162230	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	3	3	3	4	13		
162205		779449	SAFEWAY MKT 2	1101 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4		
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACU	NY	13057			1	1	2		967521
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILL	NY	13066	1		3	2	6		
162605		269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1	3	3	2	9	0958-0000	
162605	162231	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	1	1	1	1	4		976142 5

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SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTO	NY	13111			2	1	3	1441-0000	
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882				1	1	1441-0000	
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	1	2	2	6	1441-0000	
162605	162620	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	14551	2	2	4	3	11	1149-0000	
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516			2	1	3	1441-0000	
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1	1	3	1441-0000	

PAGE BREAK TOTAL ACCOUNTS	48	TOTAL QUANTITY	46	43	69	55	213
TEMPLATE TOTAL ACCOUNTS	48	TOTAL QUANTITY	46	43	69	55	213

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